

What is claimed is:

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1. A calendar comprising:
a set of date cells corresponding to an arbitrarily designated time period; and
a theme applied to the calendar, the theme corresponding to an event
associated with the arbitrarily designated time period.
 2. The calendar of claim 1 in which the arbitrarily designated time period
comprises a starting date and a target date.
 3. The calendar of claim 2 in which the starting date or the target date or both
are selected by an end-user of the calendar.
 4. The calendar of claim 2 in which the event associated with the target date
is designated by an end-user of the calendar.
 5. The calendar of claim 1 in which the time period is designated by an end-
user of the calendar.
 6. The calendar of claim 1 in which the theme is selected by an end-user of
the calendar.
 7. The calendar of claim 6 in which the date range is designated automatically
based on the theme selected by the end-user of the calendar.
 8. The calendar of claim 1 in which the theme corresponds to Halloween.
 9. The calendar of claim 1 in which the theme corresponds to a recognized
holiday.

1 10. The calendar of claim 9 in which the recognized holiday is Valentine's
2 Day, Thanksgiving, New Year's Day, Easter, Independence Day, Channukah, Kwanza,
3 St. Patrick's Day, Martin Luther King, Jr. Day, Mothers Day, Fathers Day, Memorial
4 Day, or Labor Day.

1 11. The calendar of claim 1 in which the arbitrarily designated time period
2 corresponds to an event having personal or familial significance.

1 12. The calendar of claim 11 in which the event having personal or familial
2 significance is a birthday.

1 13. The calendar of claim 11 in which the event having personal or familial
2 significance is an anniversary.

1 14. The calendar of claim 11 in which the event having personal or familial
2 significance is a vacation period.

1 15. The calendar of claim 11 in which the event having personal or familial
2 significance is an upcoming trip.

1 16. The calendar of claim 11 in which the event having personal or familial
2 significance is a wedding.

1 17. The calendar of claim 11 in which the event having personal or familial
2 significance is a religious occasion.

1 18. The calendar of claim 11 in which the event having personal or familial
2 significance is a graduation.

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1 19. The calendar of claim 1 in which the arbitrarily designated time period
2 corresponds to a sporting event.

1 20. The calendar of claim 1 in which the arbitrarily designated time period
2 corresponds to an occurrence of a physical phenomenon.

1 21. The calendar of claim 1 in which the theme applied to the calendar
2 comprises one or more design elements that are suggestive of the event associated with
3 the arbitrarily designated time period.

1 22. The calendar of claim 21 in which the theme applied to the calendar
2 comprises a shape or physical configuration of the calendar that is suggestive of the event
3 associated with the arbitrarily designated time period.

1 23. The calendar of claim 21 in which the theme applied to the calendar
2 comprises one or more of the following design elements: images, graphic elements,
3 colors, shapes, textures, sounds, music, text and scents.

1 24. The calendar of claim 1 in which the theme applied to the calendar
2 comprises a customized general theme.

1 25. The calendar of claim 1 in which the theme applied to the calendar
2 comprises a personalized association.

1 26. The calendar of claim 25 in which the personalized association is derived
2 from input received from one or more of the following input sources: a scanner, a digital
3 camera, a video input device, or a custom text generator.

1 27. The calendar of claim 1 in which the theme applied to the calendar
2 comprises a customized general theme and a personalized association.

1 28. The calendar of claim 1 further comprising a plurality of milestones
2 associated with the arbitrarily designated time period.

1 29. The calendar of claim 28 in which each of the plurality of milestones
2 represents progress towards the event associated with the arbitrary designated time
3 period.

1 30. The calendar of claim 28 in which the plurality of milestones correspond
2 to events associated with a wedding.

1 31. A method of producing a customized calendar, the method comprising:
2 selecting an arbitrary target date;
3 specifying a theme; and
4 generating a calendar bearing indicia suggestive of the specified theme and
5 having a set of date cells that successively count down to the selected arbitrary target
6 date.

1 32. The method of claim 31 further comprising selecting an arbitrary starting
2 date, the set of date cells spanning an interval between the selected starting date and the
3 selected target date, inclusive.

1 33. The method of claim 31 in which at least one of the selecting and
2 specifying are performed manually by an end-user of the calendar.

1 34. The method of claim 33 in which the generating is performed by a
2 computer system.

1 35. The method of claim 33 in which, when the end-user performs only one
2 of the selecting and specifying, a computer system performs the other of the of the
3 selecting and specifying.

1 36. The method of claim 31 in which the indicia suggestive of the specified
2 theme comprise a personalized association.

1 37. A computer-implemented process of generating a calendar comprising
2 customizing a calendar based on at least one of a customer-designated time period and a
3 customer-designated theme.

1 38. The computer-implemented process of claim 37 in which the
2 customization of the calendar comprises:
3 extracting theme data from a theme database;
4 customizing the calendar based on the extracted theme data; and
5 generating an information package descriptive of the customized calendar.

1 39. The computer-implemented process of claim 38 further comprising
2 transmitting the generated information package to a printing facility.

1 40. Computer software, residing on a computer-readable medium, comprising
2 instructions to cause a computer system to perform the following operations:
3 generate, or receive as input, information specifying a time period and an
4 associated theme;
5 generate a calendar bearing indicia representative of the associated theme and
6 having a set of date cells that successively count down over the specified time period.

- 1 41. The computer software of claim 40 further comprising instructions to
2 cause the computer system to perform the following operations:
3 extract theme data from a theme database;
4 customize the calendar based on the extracted theme data;
5 generate an information package descriptive of the customized calendar; and
6 transmit the generated information package to a printing facility.

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